

Community Engagement Plan

General Plan Sonoma Community Vision Phase

Sonoma County

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PURPOSE

The purpose of this Community Engagement Plan is to identify strategies and tools to engage the Sonoma County community throughout The Community Vision Phase (June 2024 through August 2025) of General Plan Sonoma to ensure the vision of the General Plan will reflect all voices in the community, especially those who are historically marginalized by typical engagement processes. “General Plan Sonoma” is the project name for the update to Sonoma County General Plan 2020.

Sonoma County General Plan 2020 was adopted by the Board of Supervisors in 2008. Since its adoption, significant changes have occurred in the county, including changing conditions related to public health, climate change, equity, costs of land, and housing prices. Meanwhile, State laws regarding what needs to be covered in the General Plan have also changed. The Community Vision Phase of General Plan Sonoma will establish an approach to update the General Plan to address these changes based on robust community engagement and a careful review of the current General Plan.



Youth General Plan outreach event at a high school

This first phase of the General Plan update will be a yearlong process that will gather feedback and report on significant issues that affect all residents in the community, such as accessibility and circulation, agriculture and food, growth management and development, resource protection, preservation of open space and scenic qualities, and other key issues. Engaging the community on these topics is crucial for developing an approach to General Plan Sonoma that speaks

to the needs and interests of the Sonoma County community. Therefore, The Community Vision Phase of General Plan Sonoma will consist of an extensive and robust engagement effort that is designed to identify and confirm issues for the General Plan update to address in support of a shared community vision for the future, which will inform the scope and approach for Phase 2, when the updated General Plan will be prepared. Phase 2 of General Plan Sonoma will include the preparation of updated policy guidance to address those community-identified issues and work towards the shared community vision. Community engagement will



continue in Phase 2, and many aspects of this Community Engagement Plan will continue to apply, including the overall engagement goals and approach, target audiences, and addressing barriers to engagement.

Sonoma County prioritizes equity-driven community engagement. This was recently demonstrated by the adoption of an equity-focused Community Engagement Toolkit, Boards & Commissions Engagement Plan, and Language Access Policy and Implementation Plan, prepared by the County's Office of Equity to ensure equitable and inclusive engagement between County departments and community members. The Community Vision Phase of the General Plan Sonoma process will use these plans as guidance when conducting outreach. For example, as demonstrated in this Community Engagement Plan, the General Plan team will compensate community members for their time consistent with the Sonoma County Office of Equity Community Engagement Plan. Focus group meeting durations and numbers of participants will align with the recommendations in the Sonoma County Office of Equity Engagement Toolkit. In addition, target audiences identified in this Community Engagement Plan align with the demographic identities that have not traditionally been accounted for in other efforts identified in the Sonoma County Office of Equity Community Engagement Plan.

There are many engaged residents in Sonoma County who have a very sophisticated understanding of planning-related issues and take full advantage of opportunities to add their voice to local decisions. However, there are also many residents who do not have similar access to these opportunities. Reflecting the ideas and opinions from residents who typically go unheard is an important goal of the General Plan Sonoma process to engage this larger, more diverse community.

Given the General Plan's countywide scale, it is vital to learn about the wide range of issues and concerns held throughout the community. The General Plan team, consisting of PlaceWorks and Permit Sonoma staff, will use a diverse range of tools and strategies to engage different segments of the community and gather their feedback, ensuring The Community Vision Phase of General Plan Sonoma incorporates a broad range of perspectives.

ENGAGEMENT GOALS

This Community Engagement Plan aims to solicit input from a wide range of Sonoma County residents that reflect the spectrum of opinions and demographics across the county to ensure the updated General Plan incorporates this diversity of perspectives. The engagement goals for The Community Vision Phase of General Plan Sonoma are to:



1. Ensure all Sonoma County residents are aware that the General Plan is being updated, and understand why the General Plan matters and how their input is valuable to the update process and the future of Sonoma County.
2. Ensure General Plan Sonoma reflects the needs of people who represent the full range of demographics, perspectives, and experiences in Sonoma County. This includes engaging with traditionally underrepresented and marginalized communities, including racial and ethnic groups and low-income communities for whom barriers such as language and cultural differences, lack of access to technology and transportation, time constraints, and lack of trust in government may impact participation.
3. Maximize participation in the process by offering a comprehensive range of engagement activities that can reach community members at their comfort level and removing barriers to engagement by providing accessible, culturally appropriate information and resources.
4. Provide flexibility in the planning process to adapt to what we learn along the way. This includes assessing and documenting progress on achieving engagement goals to identify needed refinements.
5. Build public trust and ownership in General Plan Sonoma and its planning process. This includes undertaking a transparent and accountable process in which community members can easily access engagement results and understand how their input is being used.
6. Develop a draft vision statement for General Plan Sonoma based on input gathered during the engagement process. This draft will be refined further during the Policy Development Phase and through additional community engagement efforts.

COMMUNITY ENGAGEMENT APPROACH

The following outlines the overall approach to community engagement for The Community Vision Phase of General Plan Sonoma.

- **Coordination with the Outreach Program Manager.** The General Plan team will coordinate engagement closely with the Permit Sonoma Outreach Program Manager throughout the engagement process.
- **Alignment with the County's Office of Equity Plans.** The County has an adopted Community Engagement Toolkit and Language Access Policy and Implementation Plan; and endorsed the Community Engagement Plan and an Informational Brief on Intergovernmental Relations with Native Nations in Sonoma County as guiding resources.



The General Plan team will refer to these plans throughout the engagement process. This Community Engagement Plan was also prepared to be consistent with these plans.

- **Consistent Branding and Clear Messaging.** The General Plan team has developed a project logo and color palette that create recognizable branding that will be used consistently throughout General Plan Sonoma. The logo includes the name of the project, “General Plan Sonoma,” along with the tagline “Envisioning Our Future Together,” which serves as the key message for the project. The Spanish translation of the project name is “Plan General Sonoma” and the tagline translates to “Imaginando Nuestro Futuro Juntos.” The tagline captures the forward-looking and collaborative nature of the General Plan update. The logo and branding will be consistently used in outreach materials to create a recognizable identity for the project to the community. The General Plan team will also use clear messaging in all outreach materials that uses words and images that are understandable and relevant to communicate about General Plan Sonoma.
- **Transparency and Responsiveness.** It is important to make the planning and engagement process transparent to the community by communicating the overall timeline, roles of the General Plan team and people, the decision-making processes, and how community feedback will be incorporated into General Plan Sonoma. The General Plan team will also respond promptly to any concerns and recommendations by the community soon after they are voiced through reports, written notes and letters, and online announcements. Meeting summaries will be posted online a week after each meeting. Permit Sonoma staff will respond to questions about the project by the end of the next business day, consistent with Department policy.
- **Collaboration on Focus Topics for Discussion.** An important task for the Community Vision engagement is to identify a list of focus topics for discussion that address the significant changes and critical issues facing the region. The preliminary list of focus topics is included in this plan. These focus topics will undergo revision through input from the community, Board of Supervisors, and Sonoma County Planning Agency. This collaborative process ensures that the focus topics reflect the evolving needs and priorities of Sonoma County residents and stakeholders.
- **Partnering with Community-Based Organizations (CBOs).** The General Plan team will partner with five local CBOs to reach underserved communities, as described further in the Community Partners section. CBOs will assist the General Plan team in connecting with these communities, providing guidance on engagement strategies, and support during focus group discussions. The General Plan team will reach out to CBOs who serve the communities targeted for this outreach to confirm interest, roles, and compensation.



- **Engagement with Stakeholders and Target Audiences.** The General Plan team will engage individuals and organizations who are directly affected by the implementation of the General Plan. See Appendix A for a draft list of stakeholders that will be engaged, and which will be augmented over the course of the project as new stakeholders are identified. The General Plan team will also make a particular effort to reach groups that are often under-represented in the planning processes relative to their presence in the community. These groups are listed in the Target Audiences section below. This engagement approach will be inclusive of all members of the Sonoma County community.
- **Staff Training.** PlaceWorks will conduct a series of in-person and virtual workshops in collaboration with Permit Sonoma staff. Before these workshops, PlaceWorks will provide virtual facilitator training for Permit Sonoma staff. The purpose of the training will be to orient County staff and any support staff, including community partners, to the purpose of the in-person and virtual workshops, provide facilitation instruction and support, and explain the type of feedback we are looking for at each meeting.

FOCUS TOPICS FOR DISCUSSION

The General Plan team has drafted a preliminary list of focus topics to serve as a starting point for discussion with the community. Through robust community engagement on these topics, General Plan Sonoma will comprehensively address the significant changes and critical issues facing the region.

A general description of the preliminary focus topics and their relevance in Sonoma County is provided below. As mentioned, this is a preliminary list. The General Plan team will seek input on these topics from the Board of Supervisors and Sonoma County Planning Agency and update this list before finalizing this Community Engagement Plan.

Furthermore, as the Community Vision community engagement activities progress, the General Plan team will continue to refine the list of focus topics and key issues for the Phase 2 work of updating the General Plan. This collaborative process will ensure that the focus topics reflect the interests, needs, and priorities of Sonoma County residents and stakeholders. The final refined focus topics from the Community Vision, shaped by public engagement and input, will serve as foundational elements guiding Phase 2 of General Plan Sonoma and will inform further discussions and strategies for the future of the region.



- **Growth Management and Development.** The General Plan team will engage residents in discussions about future community growth and development, including community and city-centered growth, the density and intensity of new development (e.g., housing, commercial, and industrial development), how new development relates to established communities, appropriate community extents, public services and infrastructure needed to support new development, and how to balance growth, conservation, and quality of life.



Guerneville Town Center

Photo credit: Adrian Tamblin

- **Accessibility and Circulation.** Discussions related to accessibility and circulation will cover the mobility of residents, businesses, and visitors, including how the local circulation system can serve all users and modes of transportation, with a focus on sustainability, safety, accessibility, and convenient, efficient travel between origins and destinations, including consideration of traffic congestion and roadway carrying capacities. This topic also covers air transportation and airport facilities. Accessibility and circulation are vital engagement topics as they affect the extent to which community members, including those with disabilities, can fully participate in community life and access essential services.
- **Ecology, Sustainability, and Climate.** The County has a long history of open space and natural resource preservation. More recently, climate change has become a topic of high interest throughout California, especially with intensified natural disasters due to climate change. Since 2013, the county has experienced severe droughts, devastating wildfires and flooding events, and hotter temperatures year over year. The General Plan team will engage the community to identify and prioritize environmental concerns and sustainability goals that resonate with residents.
- **Utilities.** Utilities provide essential services that sustain daily life, including water supply and waste management. General Plan 2020 identified the development of new water systems and extension of services to unserved areas as key issues for the county. Engaging the community on utility issues will help to understand current utility and infrastructure issues that matter to community members, supporting sustainable management of resources for a resilient and thriving county.



- **Economy and Tourism.** Sonoma County has a diverse economy that includes a world-class wine region and offers dozens of tourist destinations. Tourism creates jobs, drives the local economy, enhances lifestyle and culture, and helps to support local government programs, nonprofits, and regional parks. Discussions about the economy and tourism will consider updated information and trends about the county’s economic sectors, including arts and agriculture, and inform economic development policy approaches that balance economic growth with community needs and priorities.



Winery tourism

Photo credit: Adrian Tamblin

- **Culture, History, and Community.** Sonoma County is home to a diverse population of residents who care deeply about their homes and their communities. Each unincorporated community has its own story, culture, and identity, collectively contributing to a larger history and culture that defines Sonoma County. Discussions on this topic will consider how to celebrate the rich history and ongoing culture of Native American Tribes in Sonoma County, protect archaeological and historic resources, and preserve and enhance the identity and vitality of individual communities.
- **Protection of Natural Resources.** General Plan 2020 identified timber production viability and water supply issues, such as decreasing groundwater levels and diversions from the Russian River water supply, as key issues in the community. The General Plan team will engage residents and stakeholders about the protection of natural resources, such as



water resources, soils, forests and timberlands, biotic resources, geothermal resources, mineral resources, and energy resources, to ensure stewardship of Sonoma County's natural environment.

- **Agriculture and Food.** Agriculture is one of the main industries in Sonoma County and it serves as a significant base of the county's economy, culture, and environment. General Plan 2020 identified farmworker housing and farming employment as key issues in the community. Other key issues include the growth of commercial, non-agriculture related uses on agricultural lands. Discussions about agriculture and food will consider how the General Plan can continue to support a thriving agricultural base given current conditions and community concerns.
- **Open Space and Scenic Qualities.** Sonoma County offers its residents and visitors world-class open space preserves and scenic views. General Plan 2020 identified riparian corridor protection, lighting and glare from new development, and funding for park acquisition and trails as key issues. Through discussions on this topic, the General Plan team will seek to understand current community values and preferences for the conservation of open space and scenic resources, how to enhance residents' quality of life through access to outdoor spaces and nature, and ways to promote tourism while preserving scenic beauty.

TARGET AUDIENCES

The General Plan team will make a particular effort to reach groups that are often under-represented in planning processes compared to their presence in the community. Although the General Plan team will focus efforts on targeting the groups outlined below, the team will also continue to reach out to all demographic groups in Sonoma County, including those not listed below, to ensure full representation.

Sonoma County's population is less diverse than that of California as a whole; however, demographic shifts are occurring. For example, the Latine/a/o population increased from 26 percent in 2010 to 29 percent in 2022. Despite higher rates of home ownership, median home values, and income levels compared to the state average, disparities are evident in the county



when considering race or ethnicity, including disparities in lifespan, housing security, rent burden, and documentation status.¹

As part of its process to prepare an equity-driven Community Engagement Plan for all County departments, the Sonoma County Office of Equity engaged with County staff, community members, and CBOs through focus groups and interviews. Participants were asked to complete a brief demographic survey at the end of their session, with the goal of reflecting demographic identities that have not traditionally been accounted for in other efforts, helping to reframe the narratives about “hard to reach” populations in community engagement. This planning effort also identified inequities among demographic groups in Sonoma County, indicating the need to prioritize engagement with these groups. The following list of target audiences for General Plan Sonoma encompasses the demographic identities centered in the Sonoma County Office of Equity’s Community Engagement Plan for targeted community engagement:²

- **Latine/a/o Population.** Latine/a/o residents have one of the lowest median personal earnings and they face high housing cost burdens compared to other demographic groups in the county.
- **Asian American and Native Hawaiian/Pacific Islander (AANHPI) Population.** Disparities in homeownership and home values in Sonoma County translate into a significant wealth gap between Asian and White residents. AANHPI residents have one of the lowest median personal earnings of demographic groups in the county.
- **Black Population.** The lifespan of Black residents in Sonoma County is 10 years shorter than any other race or ethnic group in the county. Black people are also overrepresented among Sonoma County residents who experience homelessness, have low rates of homeownership, and face the highest housing cost burdens among other demographic groups, reflected by their devastatingly low Human Development Index (HDI) score of 3.99, which is the lowest HDI score by race/ethnicity in the County by almost a full point margin.

¹ Sonoma County Office of Equity, 2023, May 14, Community Engagement Plan, <https://sonomacounty.ca.gov/administrative-support-%20and-fiscal-services/office-of-equity>.

² Sonoma County Office of Equity, 2023, May 14, Community Engagement Plan, <https://sonomacounty.ca.gov/administrative-support-%20and-fiscal-services/office-of-equity>.



- **Native American Population.** Native American residents have one of the lowest median personal earnings. Native American people are also overrepresented among Sonoma County residents who experience homelessness.
- **LGBTQIA2S+ Members.** The LGBTQIA2S+ community in Sonoma County is disproportionately affected by homelessness.
- **Renters.** Black renters face the highest housing burden in the county (i.e., spending more than 30 percent of their income on rent) at 68 percent followed by Latine/a/o renters at 59 percent. About 34 percent of Black households own their home compared to 66 percent of White and Asian households.
- **Low-Income Residents.** Latine/a/o, Native American, and NHOPI residents have the lowest median personal earnings among the major racial and ethnic groups, at about \$29,000, \$29,000, and \$26,000, respectively, compared to \$44,130 for White residents. In addition, 54 percent of Latine/a/o community members had annual household incomes above \$75,000, compared to 61 percent of White community members.
- **Non-English Speakers.** Approximately 12 percent of the total population of Sonoma County is “linguistically isolated,” meaning that they speak a language other than English at home and speak English less than “very well.” About 10 percent of the population speaks Spanish; over 75 other languages are spoken by residents.³ An estimated 8 percent of the Sonoma County population in 2013 were undocumented immigrants.
- **Farmworkers.** Farmworkers face higher food insecurity rates than the county's poorest residents, with 17 percent experiencing food insecurity and 11 percent living in poverty.⁴ Lack of insurance coverage and unaffordable healthcare costs are major barriers to their well-being, with less than one-third having health insurance. Sonoma County is also home to significant Indigenous farmworker populations, who face additional challenges beyond what other undocumented, low-wage workers experience in the county.

³ Sonoma County Office of Equity, 2024, May 14, Language Access Implementation Plan, <https://vote.sonoma-county.org/Main%20County%20Site/Development%20Services/CDC/Documents/Plans%20Policies%20and%20Reports/Language%20Access%20Implementation%20Plan.pdf>.

⁴ Sonoma County, 2024, July 10, A Portrait of Sonoma County 2021 Update, <https://upstreaminvestments.org/Microsites/Upstream%20Investments/Documents/Archive/Portrait-of-Sonoma-County-2021-Report.ADA.pdf>.



- **People with a Lived Experience of Homelessness.** Black, Native American, and LGBTQIA2S+ people are overrepresented among Sonoma County residents who experience homelessness. Black residents are about 1.5 percent of Sonoma County’s population, yet 6 percent of the unhoused population; Native Americans make up less than 1 percent of Sonoma County’s population, yet 9 percent of the unhoused population. Approximately 16 percent of unhoused residents identify as LGBTQIA2S+.

- **Youth.** Recent events in Sonoma County have significantly impacted the mental health of middle and high school youth, with nearly 8 in 10 affected high schoolers reporting depression, stress, or anxiety. One in five youth who experienced significant impacts of fires or the COVID-19 pandemic considered suicide in the past year, rates two to three times higher than those not affected. The built environment has a significant role in youth mental health; for example, studies have shown that



Youth engagement

poor housing conditions and frequent moves can harm youth health, school performance, emotional well-being, and overall development due to stress and overcrowding.⁵ It will be important to engage youth to ensure the General Plan supports their needs and invites them to help shape the future of their community.

- **Young Adults.** Engaging young adults, particularly those in their 20s and 30s, is essential given the challenges faced by this age group, such as housing affordability, career development, and community stability. Including their perspectives in the planning process will support the development of policies that align with their needs and aspirations and help to make the county a place where they will thrive.

⁵ <https://upstreaminvestments.org/Microsites/Upstream%20Investments/Documents/Archive/Portrait-of-Sonoma-County-2021-Report.ADA.pdf>



- **Veterans.** Veterans are a vulnerable population that may face mental, physical, or social challenges after completing their service. According to the Census Reporter, it is estimated that about 5 percent of the county’s population are veterans, which is slightly higher than the state’s rate.⁶
- **People with Developmental Disabilities.** Two percent of survey participants identified as being disabled, differently abled, and/or neurodiverse.
- **Rural Community Members.** Residents in rural unincorporated communities can face constraints to engaging in decision-making processes due to transportation distances and costs. This can be especially true for farmworkers who may face barriers to obtaining a driver’s license and others who rely on time-consuming, expensive, and/or inefficient public transportation, plus the cost of gas for those who drive personal vehicles. Meanwhile, internet and cell phone limitations in rural areas can create barriers to online engagement.

ADDRESSING BARRIERS TO ENGAGEMENT

A preliminary list of common engagement barriers is identified below, as well as the approach the General Plan team will use to address these barriers.

- **Language.** To meaningfully engage the community, people who speak languages other than English must be able to participate fully. County residents who are linguistically diverse and speak little to no English face significant language barriers, such as a lack of quality interpreters, discrimination based on limited English proficiency, lack of culturally competent translations, and misidentification of Central American Indigenous Language speakers as Spanish speakers.⁷ In addition, for speakers of all languages, coded jargon, planning terms and acronyms can often be unfamiliar (such as the definition of “community and city-centered growth”) which could discourage community members from getting or staying involved. Therefore, materials for General Plan Sonoma need to be accessible both with common terms and thorough translation into other languages, as well as providing definitions when needed. The County aims to promote language access in all its engagement activities to ensure its values of anti-racism, design to the margins, collective

⁶ Census Reporter, 2024, August 12 (date accessed), ACS 2022 Sonoma County Profile, <https://censusreporter.org/profiles/05000US06097-sonoma-county-ca/>.

⁷ Sonoma County Office of Equity, 2024, May 14, Language Access Implementation Plan, <https://vote.sonoma-county.org/Main%20County%20Site/Development%20Services/CDC/Documents/Plans%20Policies%20and%20Reports/Language%20Access%20Implementation%20Plan.pdf>.



and transformative leadership, authentic collaboration, and transparency and accountability are foundational.⁸

- **Location Accessibility and Transportation Needs.** An event in a facility that is not compliant with ADA standards (e.g., is inaccessible for people with wheelchairs, hearing or visual disabilities, or other forms of disabilities) is a physical barrier to participation. In addition, event locations that can only be accessed by a personal vehicle make it difficult or impossible for people who do not have cars or are not able to drive to participate.



Workshop at a local college

Therefore, in-person events will be held at ADA-compliant facilities, and events in parts of the county with regular transit service will be reachable by multiple modes of travel, such as near a bus stop. In addition, attending in-person events may be challenging for those who live far from the location or who do not want to incur transportation costs. Therefore, when selecting engagement event locations, the General Plan team will ensure they cover the county broadly and equitably, including convenient locations for historically under-represented populations. The process will also include a mix of in-person and virtual meetings to maximize access, as well as online engagement tools that support participation without constraints on the time, place, or method of input.

- **Technological and Digital Accessibility.** While increasing access for some, digital tools also pose the risk of excluding people with limited technological access. Among these communities, digital tools can create discomfort due to a lack of understanding of complex technological tools. Another layer of inaccessibility is added for those who don't have a computer, mobile device, and/or broadband. To mitigate these risks, online activities will follow ADA and Web Content Accessibility Guidelines (WCAG), be easy to use, and provide clear instructions on use; in addition, printed or in-person alternatives will be available.

⁸ See the Sonoma County Office of Equity Language Access Implementation Plan for more information about the County Office of Equity's values: <https://vote.sonoma-county.org/Main%20County%20Site/Development%20Services/CDC/Documents/Plans%20Policies%20and%20Reports/Language%20Access%20Implementation%20Plan.pdf>.



Numerous mechanisms will be considered for engagement to reach the most impacted populations, including social media tools, which may be more accessible and widely used than videoconferencing technologies.

- **Timing of Events.** People have different schedules, and one time of day or day of the week will likely not work for everyone. This is especially true for communities where residents may be working multiple jobs and/or have lengthy commutes. Events and activities will be scheduled on strategic days and times that can work for different segments of the community to respond to different schedules. Events may be repeated at different times, such as a weekday and weekend option, to help increase participation as appropriate. In addition, as noted previously, online engagement tools will be used to supplement live events to maximize access for people with time constraints.



In-person workshop

- **Family-Friendly Environment.** Families often find it difficult to attend events because they must tend to their children. The General Plan team will provide family-friendly events so that parents can participate with their children, such as hosting events as part of family-oriented venues like farmers markets and providing food and kids activities at workshops. Families will be encouraged to attend all outreach events.
- **Equitable Compensation.** The time spent participating in engagement events may sometimes be an economic hardship. The Sonoma County Office of Equity’s Community Engagement Plan highlights the need for equitable compensation that honors the time community members spend on engagement and for their wisdom. Providing equitable compensation also helps community members feel valued.⁹ The General Plan team will offer compensation and/or incentives during engagement activities. In addition, a meal will be provided during in-person workshops, which often happen in the evening during dinner time.

⁹ Sonoma County Office of Equity, 2023, May 14, Community Engagement Plan, <https://sonomacounty.ca.gov/administrative-support-%20and-fiscal-services/office-of-equity>.



- **Lack of Trust in Governance.** There is a history of planning decisions at the federal, State, and local levels that have had intentional and unintentional negative impacts on communities, which are often disproportionately experienced by communities of color, low-income households, renter households, and other marginalized communities. Additionally, some immigrant communities and families with mixed documentation status can be fearful of engaging with governmental institutions. Building and rebuilding trust in planning and governance will take time. To help with this goal, the General Plan team will meaningfully engage residents by meeting them in their communities and trusted places of gathering (e.g., churches and schools), using language and messaging that uplift and welcome communities, and providing opportunities for anonymous input. The General Plan team will work to build partnerships with trusted, culturally and linguistically competent CBOs to build relationships and communication with members of the community while demonstrating transparency, sincere commitment, and responsiveness.

COMMUNITY PARTNERS

The Community Vision Phase of General Plan Sonoma will invite community leaders to serve as community ambassadors for the project, recognizing that these leaders are skilled communicators who are trusted in the community. An important early step will be to build community leaders' trust in the General Plan Sonoma process. The General Plan team will identify an initial list of five CBOs that can serve as ambassadors to underserved communities and invite their participation and partnership. They will help support the focus group meetings with underserved communities described in the Engagement Activities section below and assist with spreading the word about General Plan Sonoma through the toolkits described in the Getting the Word Out section. CBO partners will be compensated, and the General Plan team will clearly communicate how the CBO and the community groups they represent can contribute, how that input will be used, and next steps in the process.

In addition to the five CBOs that will support focus group meetings with underserved communities, community partners may also naturally arise during the engagement process. These informal partnerships can extend the reach of the General Plan team by helping to spread the word about General Plan Sonoma and outreach events and providing input during key phases of the project.

The General Plan team will maintain a database of community organizations and partners as they are identified. A preliminary list of potential community partners is presented below:



- Asian American Pacific Islander Coalition of the North Bay
- California Human Development
- Catholic Charities
- Climate Action Partnership
- Disability Services & Legal Center
- Food for Thought (Forestville)
- Generation Housing
- Graton Day Labor Center Day laborers
- The HUB Cultural Center, Sonoma State University
- Sonoma County Health Action Together
- La Familia Sana
- La Luz Sonoma Valley
- Latino Service Community Support Network
- Latino Service Providers
- LGBTQ Connection of Napa & Sonoma Counties
- Lideres Campesinas – Sonoma Chapter
- Los Cien
- National Association for the Advancement of Colored People (NAACP) – Santa Rosa
- North Bay Jobs with Justice
- North Bay Organizing Project
- Nuestra Cultura Cura
- Positive Images
- Redwood Empire Food Bank
- Senior Advocacy Services
- Sonoma Community Action Network
- Sonoma County Black Forum
- Sonoma County Community Organizations Active in Disaster
- Sonoma County Farm Bureau
- Sonoma County Vet Connect, Inc.
- Sonoma Immigrant Services
- Sonoma County Japanese American Citizens League
- St. Vincent De Paul



ENGAGEMENT ACTIVITIES

Engagement activities will begin with centralized workshops and online engagement focused on key topics, followed by engagement with local communities throughout the county, and supplemented with surveys, focus group meetings, informal community events, meetings with local advisory councils, and tribal consultation. Each of these outreach activities will feature an explanation of what the General Plan is, why it matters, how the community's input will be used in the update, and next steps.

- **Centralized and Virtual Workshops on Broad Topics.**

Community workshops will offer opportunities for interactive and focused engagement with community members.

Centralized community workshops will be organized around the broad topics relevant to the county described in the earlier Focus Topics for Discussion section. Each workshop will include a presentation, questions and answers, and small group discussions.

Questions at the workshops will be broad, open-ended questions that can lead to more detailed discussions. Meals will be provided to support inclusivity and honor the value of community members' expertise and time. The General Plan team will also provide materials for a children's activity. In addition, the General Plan team will facilitate a concurrent Spanish workshop and provide Spanish workshop materials to help ensure Spanish speakers are comfortable and motivated to participate by providing a workshop in their language. The General Plan team will advertise these amenities in outreach materials to encourage participation.

The General Plan team will also hold two virtual workshops over Zoom to provide background information and allow an opportunity for feedback on all topic areas. A certified interpreter will provide simultaneous interpretation in Spanish. After the workshops, the results will be posted online.



Small group exercise at a community workshop



- **Online Surveys on Broad Topics.** As a complement to the centralized in-person and virtual workshops, the General Plan team will create an online survey for each broad topic area to solicit feedback. The surveys will be mobile-compatible and available in English and Spanish. The surveys for each broad topic area will be designed to collect similar input that will be collected at the in-person and virtual workshops. The online survey will be promoted through multiple feedback channels including social media, newsletters, the County’s mailing list, and through community partners. It can also be distributed at community events or specific facilities related to topics (e.g., a QR code leading to the survey posted at a park). Incentives, such as a raffle, will also be offered to help encourage participation. Results from these surveys will be posted on the project website.
- **Workshops in Local Communities.** The General Plan team will hold in-person workshops strategically located in different communities throughout Sonoma County, supplemented by virtual meetings, to gather community input specific to their region. These communities include:
 - Sonoma Valley (Valley of the Moon)
 - North of Santa Rosa / Larkfield / Wikiup
 - South of Santa Rosa / Todd Road (between Santa Rosa and Rohnert Park) / Moorland
 - Greater Petaluma / Penngrove / Two Rock
 - Greater Sebastopol / Graton / Occidental
 - Lower Russian River / Forestville / Guerneville / Monte Rio / Cazadero
 - Coastal Communities / Bodega Bay / Bodega / Valley Ford
 - Geyserville / Northern 101 Corridor

The local in-person workshops will gather input about the key opportunities and challenges in each community and the community’s vision for its future. The first round of centralized workshops will inform the approach and discussion topics for these local workshops. Potential workshop locations for each community are listed in the Potential Engagement Locations and Events section later in this plan.

- **Focus Group Meetings with Underserved Communities.** The General Plan team will conduct focus group discussions with underserved communities in the county to understand their specific needs and identify issues for The Community Vision Phase of General Plan Sonoma to address. The General Plan team will partner with local CBOs to connect with these communities, guide engagement strategies, and provide support during the discussions. These underserved communities include people with a lived experience of homelessness, people with developmental disabilities, farmworkers, day laborers, Latine/a/o residents, Black residents, low-income seniors, low-income farmers, and veterans. Potential CBOs that could help reach these groups are listed in the previous Community Partners section.



The General Plan team will facilitate focus group discussions, some of which will involve multiple underserved communities. The focus group discussions will be held at locations that are convenient for each community and be conducted in English and Spanish, as appropriate. As the General Plan process will utilize the Sonoma County Office of Equity Engagement Toolkit, we plan to keep the context brief, be intentional about facilitation roles and the space being used for the focus groups, stay to meeting lengths of 90 minutes or less, and include no more than 15 participants and no less than 4 participants. The Sonoma County Office of Equity Engagement Toolkit also recommends equitable compensation for participants.

- **Community Events (Pop-Ups, Neighborhood Chats, Presentations to Community Organizations).** Newcomers to the planning process, non-English speakers, and others may be intimidated by large workshops and formal public hearings. Many other community members are too busy working and raising their families to attend a workshop, or simply may not be interested in attending. Community pop-up events, neighborhood chats, and community organization meetings provide an alternative engagement method to reach the target audiences.



Engagement at farmers' markets

The General Plan team will attend community events throughout Sonoma County to reach a broad spectrum of residents. These events may take one of several formats. They may include smaller pop-up events, often outdoor events designed for a two-way flow of information between General Plan team members and the public. Pop-up events might take place before or after worship services, at social service locations, at culturally specific markets, at a local park, or at larger community celebrations and events like the Sonoma County Harvest Fair and Sonoma Valley Certified Farmers Market. Community events can also include attending neighborhood or community organization meetings to share information about the project and gather input from meeting attendees. The General Plan team and community partners can also hold neighborhood chats with community members, providing an open forum for community members to discuss specific topics in an informal setting. The General Plan team will look for opportunities to hold events in neighborhoods where target audiences live and offer food and activities to encourage participation.



Any events targeting the Spanish-speaking community will be conducted in Spanish with Spanish language materials. The General Plan team will time some of these events to occur before the workshops in the local communities, helping to spread the word about the upcoming workshops.

- **Community/Municipal Advisory Council Meetings.** These meetings provide a local forum where residents can attend meetings in their community and talk about issues that are important to them. The General Plan team will supplement community input from local workshops with meetings with the following Community and Municipal Advisory Councils:
 - Dry Creek Valley Citizens Advisory Council
 - Geyserville Alexander Valley Municipal Advisory Council
 - Lower Russian River Municipal Advisory Council
 - Mark West Area Municipal Advisory Council
 - North Sonoma Valley Municipal Advisory Council
 - Sonoma County Coast Municipal Advisory Council
 - Sonoma Valley Community Advisory Commission
 - South County – Penngrove/Two Rock/Dairy Belt
 - Springs Municipal Advisory Council
- **Tribal Consultation.** There are five federally recognized Tribes in what is now known as Sonoma County: the Federated Indians of Graton Rancheria, Kashia Band of Pomo Indians of the Stewarts Point Rancheria, Dry Creek Rancheria Band of Pomo Indians, Cloverdale Rancheria of Pomo Indians, and Lytton Rancheria Band of Pomo Indians. There is also one tribal community who is not currently federally recognized: the Mishewal Wappo. Permit Sonoma staff will formally request an interview with the Tribal Chairs of each Tribe to consult on General Plan Sonoma. Engagement with the Tribes will follow the Brief on Intergovernmental Relations with Native Nations prepared by the County’s Office of Equity.¹⁰
- **Community-Wide Survey.** Following the completion of engagement activities, the General Plan team will conduct a community-wide survey of county residents to confirm the focus topics and key issues for Phase 2 of General Plan Sonoma. The survey will be conducted by a professional survey firm to build trust in the General Plan Sonoma process and the Community Vision Phase outcomes. The survey will be based on a random sample of

¹⁰ Sonoma County Office of Equity, 2024, May 20, Informational Brief on Intergovernmental Relations with Native Nations in Sonoma County.



1,000 adults and use multiple recruiting methods, such as phone calls or text messages. The survey will be available in English and Spanish.

GETTING THE WORD OUT

The following list includes the materials, channels, and avenues the General Plan team will use to inform the public and distribute information during The Community Vision Phase of General Plan Sonoma.

- **General Plan Sonoma Website.** The General Plan team will maintain a website for General Plan Sonoma in English and Spanish that provides contextual information, advertises events, documents input, publishes project documents, and offers online engagement activities. It will also include a description of the process, meeting dates, project updates, county history, and frequently asked questions. Materials and content posted on the website will comply with County and federal accessibility standards. After each phase of engagement, the General Plan team will also publish an engagement dashboard on the website. The dashboards will be formatted as a set of easy-to-understand infographics that convey information about the engagement conducted to date, including the number and frequency of engagement activities, engagement impacts, participant numbers and demographics, participation by target audiences, focus topics, and delivery modality.
- **Newsletters.** The General Plan team will create newsletters to inform the community about General Plan Sonoma. The newsletters will provide an overview of the process and advertise engagement activities. Newsletters will be distributed to the Permit Sonoma General Plan mailing list, available for download on the website, and printed for distribution at community gathering places. The newsletters will also be ADA-compliant and available in English and Spanish to help maximize access.
- **Social Media.** The County will use its social media accounts to connect and engage with community members, including Facebook, X, YouTube, Instagram, and Nextdoor. The General Plan team will make regular posts on these accounts to update the public about The Community Vision Phase of General Plan Sonoma, including sharing background information and posting information about engagement activities in English and Spanish.
- **Paid Advertising and Canvassing.** If feasible, the County can conduct paid advertising and canvassing as an outreach tool to share information about the General Plan and spread the word about outreach activities. For example, the County can pay for online ads displayed on social media, such as Facebook and YouTube pre-roll ads, or in movie



theaters. The County could also purchase physical ads, such as sidewalk decals. Additionally, the County could hire a local community organization to support door-to-door canvassing efforts.

- **Engagement Toolkits.** The General Plan team will create engagement toolkits to aid community education and engagement. These toolkits will be jargon-free, visually appealing accessible at a basic reading level, and ADA-compliant. They will be available in English and Spanish and can be used by the General Plan team and community partners at various events, meetings, and informal gatherings to educate and spread the word about General Plan Sonoma. The engagement toolkits will include the following:
 1. **Planning 101 Toolkit.** The Planning 101 Toolkit will provide educational materials for The Community Vision Phase of General Plan Sonoma, including a PowerPoint presentation and handout for General Plan team members and community partners to distribute at events or meetings. The materials will cover the history of Sonoma County's General Plan; the relationship between the General Plan and the Local Coastal Plan, Area Plans, and Specific Plans; the California Environmental Quality Act (CEQA); an overview of the regional and local government structure; and the relationship between local, regional, and statewide plans.
 2. **Strategic Plan and Visioning Toolkit.** The General Plan team will prepare educational materials that explain the five pillars of the County's Five-Year Strategic Plan¹¹ and how they relate to this visioning phase of General Plan Sonoma. The toolkit will include a brief PowerPoint presentation and an educational handout for distribution at events and posting on the website.
 3. **Community Ambassadors Toolkit.** The Community Ambassadors Toolkit is a resource for community leaders to use when connecting with community members about General Plan Sonoma through their established networks. The toolkit will include an invitation letter for the General Plan team to use to build the ambassador network,



Community workshop materials

¹¹ Sonoma County, 2024, July 30 (accessed), Sonoma County Five-Year Strategic Plan 2021-2026, <https://socostrategicplan.org/>.



educational handouts, and a PowerPoint presentation that can be customized for individual ambassadors.

POTENTIAL ENGAGEMENT LOCATIONS AND EVENTS

This section presents potential workshop locations and community events to target for engagement activities, with a focus on events that help reach target audiences.

Supervisor District	Possible In-Person Workshop Locations	Pop-Up Events
District 1	<ul style="list-style-type: none"> ● Sonoma Community Center ● Sonoma Springs Community Hall ● El Verano Elementary School ● Altimira Middle School ● Sassarini Elementary School ● Dunbar Elementary School ● Bennett Valley Grange ● Sonoma Valley Regional Library ● Booker Hall at La Luz - Sonoma Brown Baggers - Food Distribution Center ● Sonoma United Methodist Church ● Sonoma Valley Chamber of Commerce 	<ul style="list-style-type: none"> ● Sonoma’s Tuesday Night Market ● El Brinquito Market ● Sonoma Valley Certified Farmers Market ● Sonoma Valley Preparedness Fair 2023 ● May 9th Preparedness Fair in Sonoma Valley ● St. Andrew Presbyterian Church (Sonoma)
District 2	<ul style="list-style-type: none"> ● Miwok Valley Elementary Charter School ● San Antonio High School ● McDowell Elementary School ● Gravenstein Union Elementary School ● Penngrove Community Clubhouse ● Petaluma Chamber of Commerce 	<ul style="list-style-type: none"> ● Two Rock Valley Presbyterian Church ● Calvary Chapel of Petaluma ● Petaluma Chinese Christian Church
District 3	<ul style="list-style-type: none"> ● Sonoma County Board Of Supervisors Chambers ● Bellevue Elementary School ● Rohnert Park Chamber-Commerce ● Finley Community Center: Santa Rosa Recreation & Parks 	<ul style="list-style-type: none"> ● El Pacifico Market ● Smart & Final Grocery Store ● San’s Market ● Bethlehem Lutheran Church ● Congregation Shomrei Torah



Supervisor District	Possible In-Person Workshop Locations	Pop-Up Events
	<ul style="list-style-type: none"> ● Steele Lane Community Center ● Sonoma County Family YMCA ● Rohnert Park Community Center ● La Plaza ● Santa Rosa Veterans Memorial Building ● Santa Rosa Druid Hall ● Sonoma County Library: Central Library ● Roseland Regional Library ● Santa Rosa Junior College ● Sonoma State University ● Rohnert Park Of Chamber Of Commerce ● Santa Rosa Metro Chamber Of Commerce 	
District 4	<ul style="list-style-type: none"> ● Johanna Echols-Hansen High School ● Geyserville New Tech Academy ● Geyserville Elementary School ● Geyserville Oriental Community Hall ● Mark West Area Chamber of Commerce and Visitors Center ● Filipino Community Center ● Northwest Santa Rosa Library ● Healdsburg Chamber of Commerce ● Windsor Chamber of Commerce ● Cloverdale Chamber of Commerce ● Hispanic Chamber of Commerce Sonoma County 	<ul style="list-style-type: none"> ● Dahlia & Sage Community Market ● Cloverdale Farmer's Market ● Windsor Certified Farmer's Market ● Healdsburg Farmer's Market ● United Church of Cloverdale ● Geyserville Christian Church ●
District 5	<ul style="list-style-type: none"> ● Guerneville Elementary School ● Horicon Elementary School ● Kashia Elementary School ● Fort Ross Elementary School ● Guerneville Regional Library ● Forestville Community Library ● Occidental Community Library ● Graton Day Labor Center ● Bodega Bay California Chamber Of Commerce 	<ul style="list-style-type: none"> ● Bodega Bay Community Certified Farmers' Market ● Forestville Certified Farmers' Market ● Occidental Community Certified Farmers' Market ● Russian River Certified Farmers' Market ● Guerneville Certified Farmers' Market



Supervisor District	Possible In-Person Workshop Locations	Pop-Up Events
	<ul style="list-style-type: none"> ● Forestville California Chamber Of Commerce ● Monte Rio Community Center ● Occidental California Chamber Of Commerce ● Russian River Chamber Of Commerce ● Sebastopol Chamber Of Commerce And Visitor Center 	<ul style="list-style-type: none"> ● The Gurdwara Sahib Of Santa Rosa ● Bodega Bay Union Church ● Occidental Community Church

SCHEDULE FOR ENGAGEMENT ACTIVITIES

When scheduling activities, it is important to recognize that other planning efforts are also underway across the county, and community members can become overwhelmed by multiple meetings for various plans happening around the same time. To address the challenge of “outreach fatigue,” the General Plan team will streamline and coordinate engagement activities when possible and appropriate, helping to reduce the burden on residents.

The following table presents the schedule for engagement during The Community Vision Phase of General Plan Sonoma. Event types or the proportion of virtual and in-person meetings may change over the course of the outreach process if appropriate to respond to the needs of the community.



Engagement Activity	Number of Meetings	Target Audiences	Estimated Timeframe
Centralized and Virtual Workshops on Broad Topics	4 in-person workshops 2 virtual workshops	Countywide, with special focus on target audiences	January – March 2025
Online Surveys on Broad Topics	n/a	Countywide, with special focus on target audiences	January – March 2025
Workshop in Local Communities	8 in-person workshops 2 virtual workshops	Local residents, business owners, stakeholders, and target audiences in each of the following communities: <ul style="list-style-type: none"> ● Sonoma Valley (Valley of the Moon) ● North of Santa Rosa / Larkfield / Wikiup ● South of Santa Rosa / Todd Road/ Moorland (between Santa Rosa and Rohnert Park) ● Greater Petaluma / Penngrove / Two Rock ● Greater Sebastopol / Graton / Forestville ● Russian River ● North Coast / Bodega Bay / Bodega / Valley Ford ● Geyserville / Northern 101 Corridor 	March – May 2025
Focus Group Meetings with Underserved Communities	5 focus group meetings	Underserved communities: <ul style="list-style-type: none"> ● People with a lived experience of homelessness ● People with developmental disabilities ● Farmworkers ● Day laborers ● Latino residents ● Black residents ● Low-income seniors ● Low-income farmers ● Veterans 	March – May 2025



Engagement Activity	Number of Meetings	Target Audiences	Estimated Timeframe
Community Events	8 pop-up events Neighborhood chats and presentations to community organizations as opportunities arise	Countywide, with special focus on target audiences	March – May 2025
Community/Municipal Advisory Council Meetings	9 meetings	<ul style="list-style-type: none"> ● Dry Creek Valley Citizens Advisory Council ● Geyserville Alexander Valley Municipal Advisory Council ● Lower Russian River Municipal Advisory Council ● Mark West Citizens Advisory Council ● North Sonoma Valley Advisory Council ● Sonoma County Coast Municipal Advisory Council ● Sonoma Valley Community Advisory Commission ● South County – Penngrove/Two Rock/Dairy Belt ● Springs Municipal Advisory Council 	March – May 2025
Tribal Consultation	Meetings to be determined through consultation	Native American Tribes	Ongoing throughout the Community Vision Phase work
Community-Wide Survey	n/a	Countywide	May 2025



ROLES AND RESPONSIBILITIES

The following table outlines the primary responsible parties for various tasks and processes. While each task is assigned to either PlaceWorks and/or Permit Sonoma staff, Permit Sonoma staff will review all materials to ensure compliance and quality standards are met. This collaborative approach ensures thorough oversight and supports the effective management of all related activities.

Task	Primary Responsible Party
Website Development and Maintenance	PlaceWorks/Permit Sonoma
Project Branding	PlaceWorks
Engagement Dashboards	PlaceWorks
Engagement Toolkits	PlaceWorks
Other Noticing (e.g., social media posts, flyers, newsletters)	PlaceWorks/Permit Sonoma
Spanish Translation	PlaceWorks
Community Workshops Materials Preparation and Facilitation	PlaceWorks
Workshop Meals	PlaceWorks
Children’s Activities	PlaceWorks
Meeting Venues	Permit Sonoma
Online Surveys	PlaceWorks
Focus Group Meetings Materials Preparation and Facilitation	PlaceWorks with CBO partner support
CBO Coordination	PlaceWorks
Community Events Coordination	Permit Sonoma
Community Events Materials Preparation and Staffing	PlaceWorks
Community/Municipal Advisory Council Coordination	Permit Sonoma
Community/Municipal Advisory Council Materials Preparation and Facilitation	PlaceWorks
Tribal Consultation	Permit Sonoma
Community-Wide Survey	Professional survey firm with PlaceWorks support
Engagement Summaries	PlaceWorks



TRACKING AND MEASURING SUCCESS

Establishing a method for evaluating the effectiveness of reaching the Sonoma County community and target audiences is important for measuring the success of this plan in achieving its engagement goals and identifying any refinements needed along the way. At each engagement event and activity, the General Plan team will collect voluntary demographic information from participants to measure the representation from target audiences and demographic groups. The data will be compared to the target audiences described in this plan and the demographic profile of the county to measure representation. The voluntary survey will also seek information from participants about what outreach methods were successful to spread the word about the event and welcome suggestions from participants about how to improve engagement strategies. The General Plan team will continually evaluate the effectiveness of the outreach program and adjust the engagement approach and strategies as necessary to ensure broad participation.

To document results of demographic tracking throughout the project, the General Plan team will report results in periodic engagement dashboards prepared at the conclusion of each round of engagement.

REPORTING BACK

In addition to the engagement dashboards to document the success of reaching target audiences and a representative range of community members, the General Plan team will promote transparency and trust in the process by documenting and reporting back the community input gathered for each engagement activity. Following each activity, the General Plan team will prepare a description of the event, document the community feedback, and explain how it will be used. At the conclusion of the Community Vision Phase engagement, a consolidated summary report of all engagement events and activities will be prepared. All feedback will be kept anonymous to protect privacy unless a stakeholder or organization requests otherwise. However, a list of types of stakeholders and organizations that were engaged will be provided.



APPENDIX A – DRAFT LIST OF STAKEHOLDERS TO ENGAGE DURING GENERAL PLAN UPDATE

During all phases of General Plan Sonoma, it will be critical to reach out to individuals and organizations who are directly affected by the implementation of the General Plan. The following draft list of stakeholders includes nonprofit organizations, local advisory councils, chambers of commerce, homeowners' associations, realtors, major employers, and other stakeholders that may want to be involved during the General Plan Sonoma process. It is also important to collaborate with other governmental agencies, including cities, school districts, special districts, and other agencies, as noted below.

Community Stakeholders

Agriculture Community

- AG Innovations
- Sonoma County Community Alliance with Family Farmers (CAFF)
- Sonoma County Farm Bureau
- Sonoma County Farm Trails
- Sonoma County Food System Alliance
- Sonoma County Department of Agriculture, Weights & Measures
- Local agriculture producers

Business Interests

- Sonoma County Economic Development Board (EDB)
- Sonoma Small Business Development Center
- Local business owners

Chambers of Commerce

- Bodega Bay Area Chamber of Commerce
- Cloverdale Chamber of Commerce
- Forestville Chamber of Commerce
- Geyserville Chamber of Commerce
- Healdsburg Chamber of Commerce
- Hispanic Chamber of Commerce Sonoma County
- Monte Rio Chamber of Commerce
- Occidental Chamber of Commerce
- Petaluma Chamber of Commerce



- Rohnert Park of Chamber of Commerce
- Russian River Chamber of Commerce and Visitor Centers
- Sebastopol Chamber of Commerce and Visitor Center
- St. Helena Chamber of Commerce
- Sonoma Valley Chamber of Commerce
- Sonoma Valley Visitors Bureau
- Windsor Chamber of Commerce

Colleges

- Empire College
- Santa Rosa Junior College
- Sonoma State University
- University of San Francisco - Santa Rosa

Community-Based Organizations

- Asian American Pacific Islander Coalition of the North Bay
- California Human Development
- Catholic Charities
- Climate Action Partnership
- Disability Services & Legal Center
- Food for Thought (Forestville)
- Generation Housing
- Graton Day Labor Center Day laborers
- Health Action Together
- La Familia Sana
- La Luz Sonoma Valley
- Latino Service Community Support Network
- Latino Service Providers
- LGBTQ Connection of Napa & Sonoma Counties
- Lideres Campesinas – Sonoma Chapter
- Los Cien
- National Association for the Advancement of Colored People (NAACP) – Santa Rosa
- North Bay Jobs with Justice
- North Bay Organizing Project
- Nuestra Cultura Cura – La Plaza
- Positive Images
- Redwood Empire Food Bank
- Senior Advocacy Services



- Sonoma Community Action Network
- Sonoma County Black Forum
- Sonoma County Community Development Commission
- Sonoma County Community Organizations Active in Disaster
- Sonoma County Vet Connect, Inc.
- Sonoma Immigrant Services
- Sonoma County Japanese American Citizens League
- Sonoma Valley Housing Group
- St. Vincent De Paul

Conservation/Environmental Organizations

- California Native Plant Society – Sonoma County Chapter
- Friends of the Russian River
- Greenbelt Alliance
- LandPaths Sonoma
- Laguna de Santa Rosa Foundation
- Pepperwood Preserve
- Sierra Club – Redwood Chapter
- Sonoma County Conservation Action
- Sonoma Ecology Center
- Sonoma Land Trust
- Sonoma Valley Volunteer Firefighters Association

Faith-Based Organizations

- Forestville United Methodist Church
- Geyserville Christian Church
- St Patrick’s Episcopal Church (Kenwood)
- Bodega Bay Union Church
- Bethlehem Lutheran Church (Santa Rosa)
- Calvary Chapel (Petaluma)
- Calvary Chapel The River (Windsor)
- Center for Spiritual Living (Santa Rosa)
- Christ Church United Methodist Church (Santa Rosa)
- Community Church of Sebastopol
- Congregation Shir Shalom (Sonoma)
- Congregation Shomrei Torah (Santa Rosa)
- Cross and Crown Lutheran Church (Rohnert Park)
- Elim Lutheran Church (Petaluma)
- First Presbyterian Church (Petaluma)



- First Presbyterian Church (Santa Rosa)
- First United Methodist Church (Santa Rosa)
- Gateway City Church (Rohnert Park)
- Good Shepherd Lutheran (Healdsburg)
- InterFaith Shelter Network
- Islamic Center of Petaluma
- Mark West Neighborhood Church (Windsor)
- Occidental Community Church
- Petaluma Chinese Christian Church
- Petaluma United Methodist Church
- Presbyterian Church of the Roses (Santa Rosa)
- Redwood Covenant Church (Santa Rosa)
- Sebastopol Christian Church
- Sikh Gurdwara Sahib (Santa Rosa, CA)
- Sonoma Mountain Zen Center (Santa Rosa)
- Sonoma United Methodist Church
- Spring Hills Community Church (Santa Rosa)
- St. Andrew Presbyterian Church (Sonoma)
- St. John's Episcopal Church (Petaluma)
- St. John's United Methodist Church (Rohnert Park)
- St. Seraphim of Sarov Orthodox Christian Church (Santa Rosa)
- Two Rock Valley Presbyterian Church (Petaluma)
- United Church of Christ Petaluma
- United Church of Cloverdale
- United Methodist Church of Sonoma
- Windsor Presbyterian Church
- Windsor United Methodist Church

Historical Societies

- Glen Ellen Historical Society
- Russian River Historical Society
- Sonoma County Genealogical Society
- Sonoma County Historical Society
- Sonoma Valley Historical Society
- Tomales Regional History Center
- Warnecke Architectural Archive
- Western Sonoma County Historical Society



Homeowners Associations

- Bodega Bay Homeowners Association, Bodega Bay
- Bodega Harbour Homeowners Association, Bodega Bay
- Country Meadows At Temelec Homeowners Association, Boyes Hot Springs
- Cypress Hill Homeowners Association, Guerneville
- Diamond A Recreation Homeowners Association, El Verano
- Gualala Ranch Homeowners Association, Cazadero
- Lake Sonoma Ranch Estates Homeowners Association, Geyserville
- Magic Mountain Homeowners Association, Monte Rio
- Muniz Ranches Homeowners Association, Jenner
- Navarro Ranch Homeowners Association, Cazadero
- Northwood Homeowners Association, Monte Rio
- Northwoods 4 Plex Homeowners Association, Graton
- Savannah Estates Homeowners Association, Kenwood
- Sunrise Mountain Mutual Homeowners Association, Cazadero
- Thomas Creek Ranch Homeowners Association, Forestville
- Timber Cove Homes Homeowners Association, Jenner

Local Advisory Councils and Planning Committees

- Dry Creek Valley Citizens Advisory Council
- Geyserville Alexander Valley Municipal Advisory Council
- Geyserville Planning Committee
- Lower Russian River Municipal Advisory Council
- Mark West Citizens Advisory Council
- North Sonoma Valley Advisory Council
- Sonoma County Coast Municipal Advisory Council
- Sonoma Valley Community Advisory Commission
- South County – Penngrove/Two Rock/Dairy Belt.
- Springs Municipal Advisory Council



Major Employers¹²

- Aabalat Fine & Rare Wines, Petaluma
- Amy's Kitchen Inc., Santa Rosa
- Army National Guard Recruiter, Santa Rosa
- Clover Sonoma, Petaluma
- Fairmont Sonoma Mission Inn & Spa, Sonoma
- First Security Services, Rohnert Park
- Freeman Toyota, Santa Rosa
- Ghilotti Construction Company, Santa Rosa
- Kaiser Permanente Santa Rosa, Santa Rosa
- Keysight Technologies Incorporation, Santa Rosa
- Macy's, Santa Rosa
- Medtronic, Santa Rosa
- Mendocino Forest Products Company, Santa Rosa
- Petaluma Valley Hospital, Petaluma
- Pro transport-1, Cotati
- Providence Santa Rosa Memorial Hospital, Santa Rosa
- Solairus Aviatio, Petaluma
- Sonoma County Office of Education, Santa Rosa
- Sonoma County Sheriff, Santa Rosa
- Sonoma County Transportation and Public Works, Santa Rosa
- Stockham Construction Incorporation, Cotati
- Sutter Santa Rosa Regional Hospital, Santa Rosa
- Walmart, Windsor/Rohnert Park

Neighborhood Groups

- Bennett Ridge Neighborhood
- Fire Safe HCT (Hollydale/Canyon Terrace)
- Mayacamas Fire Safe Council
- Mill Creek COPE Community
- NE Geyserville COPE Community

¹² Employment Development Department, 2024, July 30 (accessed), Major Employers in Sonoma County, <https://labormarketinfo.edd.ca.gov/majorer/countymajorer.asp?CountyCode=000097>.



Realtors

- North Bay Association of Realtors
- Real Estate Group
- Sonoma County Association of REALTORS

Rotary Clubs

- Santa Rosa Rotary Club
- Santa Rosa East West
- Sonoma Sunrise Rotary Club
- Sonoma Valley Rotary Club
- Windsor Rotary Club

Students/Youth

- Forestville Teen Clinic
- Sonoma Valley Teen Center
- West County Community Services – Youth Employment

Tribes¹³

- Cloverdale Rancheria of Pomo Indians of California
- Dry Creek Rancheria Band of Pomo Indians
- Federated Indians of Graton Rancheria
- Kashia Band of Pomo Indians of the Stewarts Point Rancheria
- Lytton Band of Pomo Indians
- Mishewal Wappo Tribe

Other Agencies

Cities

- Cloverdale
- Cotati
- Healdsburg
- Petaluma
- Rohnert Park

¹³ There are five federally recognized Tribes in Sonoma County. A sixth Tribe is currently seeking recognition.



- Santa Rosa
- Sebastopol
- Sonoma
- Windsor

Community Service Districts

- Cazadero Community Services District
- Graton Community Services District
- Occidental Community Services District

County Departments and Committees

- Sonoma County Climate Action and Resiliency Division
- Sonoma County Community Development Commission
- Sonoma County Department of Health Services
- Sonoma County Economic Development Board
- Sonoma County Emergency Operations Center
- Sonoma County Fire District
- Sonoma County Permit & Resource Management Department
- Sonoma County Public Infrastructure
- Sonoma County Regional Parks
- Sonoma County Sheriff's Office
- Sonoma County Water Agency
- Sonoma County Transportation and Land-Use Coalition

Fire Districts

- Cloverdale Fire Protection District
- Gold Ridge Fire Protection District
- Graton Fire Protection District
- Kenwood Fire Protection District
- Monte Rio Fire Protection District
- North Sonoma Coast Fire Protection District
- Rancho Adobe Fire Protection District
- Schell-Vista Fire Protection District
- Sonoma Valley Fire District
- Timber Cove Fire Protection District



Health Care Districts

- Cloverdale Health Care District
- North Sonoma County Health Care District
- Petaluma Health Care District
- Sonoma Valley Health Care District

Natural Resources Agencies

- Bay Area Air Quality Management District
- Gold Ridge Resource Conservation District
- Northern Sonoma County Air Pollution Control
- Petaluma Valley Groundwater Sustainability Agency
- Regional Climate Protection Authority
- Santa Rosa Plain Groundwater Sustainability Agency
- Sonoma County Agricultural Preservation and Open Space District
- Sonoma Resource Conservation District
- Sonoma Valley Groundwater Sustainability Agency

Recreation Districts/Trail Agency

- Camp Meeker Recreation and Park District
- Great Redwood Trail Agency
- Monte Rio Recreation and Park District
- Russian River Recreation and Park District

Regional Planning Agencies

- Association of Bay Area Governments
- Bay Area Air Quality Management District
- Bay Area Water Quality Control Board
- California Department of Forestry and Fire Protection (CAL FIRE)
- North Coast Regional Water Quality Control Board
- Northern Sonoma County Air Pollution Control District
- Pacific Gas and Electric Company (PG&E)
- San Francisco Bay Conservation and Development Commission



Sanitation

- Airport/Larkfield/Wikiup Sanitation Zone
- Geyserville Sanitation District
- Occidental County Sanitation District
- Penngrove Sanitation Zone
- Russian River County Sanitation District
- Sonoma Valley County Sanitation District
- South Park County Sanitation District

School Districts

- Alexander Valley Union
- Bellevue Union
- Bennett Valley Union
- Cloverdale Unified
- Forestville Union
- Fort Ross Elementary
- Geyserville Unified
- Harmony Union
- Healdsburg Unified
- Horicon Elementary School District
- Kashia Elementary School District
- Kenwood Elementary School District
- Mark West Union
- Monte Rio Union
- Montgomery Elementary
- Oak Grove Union
- Petaluma Joint Union High
- Rincon Valley Union
- Sonoma Valley Unified
- Twin Hills Union
- Two Rock Union
- West Side Union Elementary School District
- West Sonoma County Union High School District
- Wilmar Union



Transit Agencies

- Golden Gate Bridge Highway and Transportation District
- Metropolitan Transportation Commission
- Sonoma County Transit Authority
- Sonoma Marin Area Rail Transit

Water Districts

- Forestville Water District
- North Bay Water District
- North Marin Water District
- Rains Creek Water District
- Russian River County Water District
- Sonoma Mountain County Water District
- Sweetwater Springs Water District
- Timber Cove County Water District
- Valley of the Moon Water District

Other Special Districts

- Bodega Bay Public Utility District
- Coast Life Support District
- Green Valley Cemetery District
- Marin / Sonoma Mosquito and Vector Control District
- Renewal Enterprise District
- Shiloh Cemetery District
- Sonoma County Library
- Sonoma County Public Law Library